portfolio

Lamia Nassif

FASHION HOUSE



The Designer's Story

LAMIA NASSIF studied initially Computer Science and worked in the financial sector as IT manager. She then earned an executive MBA and headed financial operations departments. In a world of structure and regulations, she excelled but was not satisfied. Meanwhile, her struggle with hypoglycemia led her to the ER, which was a wakeup call for an introspection. Deep inside, always knew she had a creative side to tackle, so she listened to that voice and studied fashion design and pattern making, which made her fall in love with the creative process and led to establish her own brand.

The Brand

LAMIA NASSIF Fashion House was founded in 2020. The brand's approach is a made-to-measure, because the designer wants to offer a personalized experience for customers fulfilling their requirements and to be as sustainable as possible by preventing waste and unsold inventory. The brand is a slow fashion, ethically producing garments with awareness towards social and environmental impacts.



My life Time Motto is Tech in Head | Art at Heart She is also a certified Pilates Instructor and an avocado addict

The Process



Everything starts by an inspiration, a sketch and moves into execution according to fabric selection, color scheme. The designer illustrates, does the pattern drafting of every item and makes sure that the execution is done in a way that gives each clothing value and a unique flair.

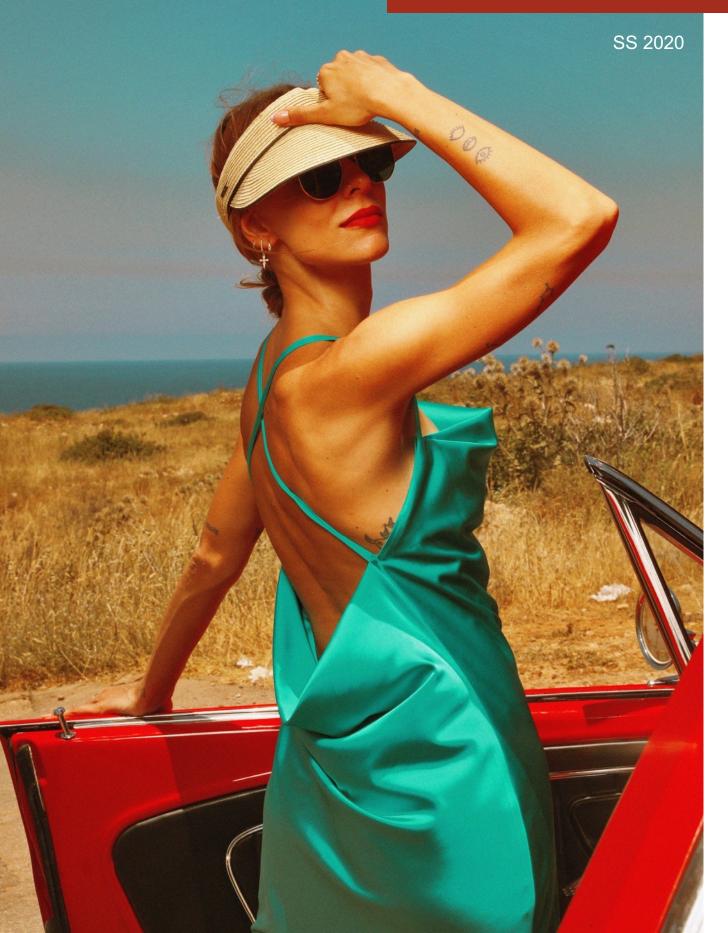








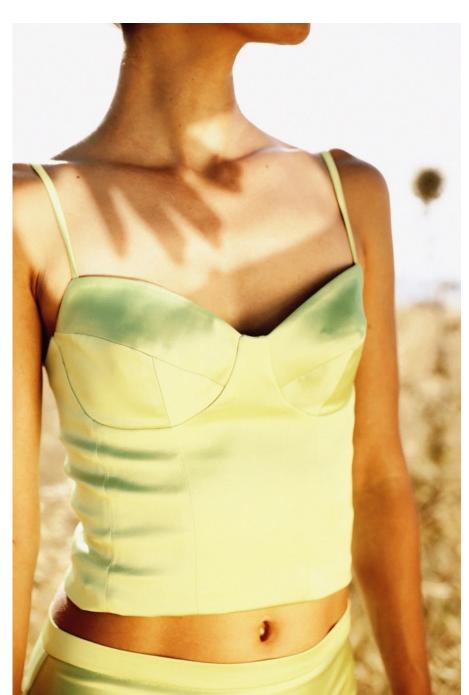
Colors Statement







POP OF COLOR







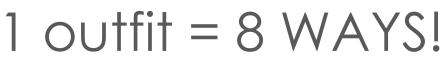
In a world full of trends
Choose timeless style
Fashion things amend
But true taste stays a while

WEAR CONFIDENCE





SS 2021









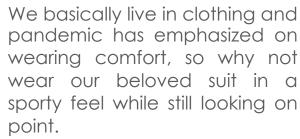
One outfit = 8 total looks!

We promise you, you won't get bored with this multiway set

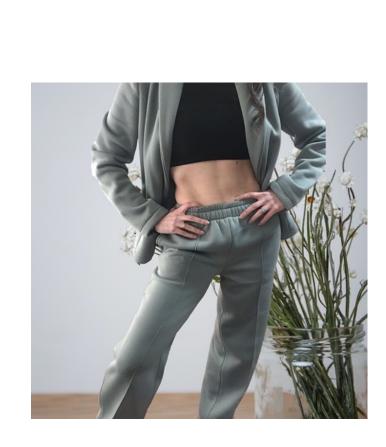




FW 2022



We introduce the fleece suit, combining business allured and sporty chic.





HOPE WEARS LEBANESE

The collaboration project that let to a fashion runway show of resilience, in which the designer not only participated, but was one of the main organizers and the one who gathered designers, stylists, models and photographers.



NOV 2021

Our packaging is eco friendly and reusable





LAMIA NASSIF

Instagram:

@lamianassif_fashionhouse

Facebook:

Facebook.com/lamianassifofficial